



**IMPACT**  
ENTREPRENEUR

Impact Entrepreneur Magazine

# **Content Partners Welcome Packet**



# **Welcome Content Partners to Impact Entrepreneur Magazine!**

As key participants in our “collaborative magazine,” Content Partners are mission-centric, impact sector organizations that commit to helping develop content for Impact Entrepreneur Magazine. By becoming a Content Partner your organization helps give voice to and empower the global movement of “impact entrepreneurs” and their supporters, focusing on the innovations and practices that build an impact economy and contribute to transformative, systemic change.

This welcome packet is designed to provide a high-level summary of the partnership. It covers the following questions:

- » **What is a Content Partner?**
- » **What are the details of the partnership?**
- » **What are the benefits?**
- » **What type of content does the Magazine feature?**
- » **What is the standard process for submitting content?**
- » **What are the next steps?**

## What is a Content Partner?

Content Partners are mission-centric organizations that partner with Impact Entrepreneur Magazine to produce regular content about the impact sector and publish press releases on our platform.

### Our Content Partners include:

- » Leading field-building organizations in the impact space
- » Impact-focused incubators, accelerators, & hubs
- » Impact investors
- » Organizations devoted to advancing the Sustainable Development Goals (SDGs)

### What are the details of the partnership?

As the name suggests, Content Partners work closely with the Magazine's editors to produce high-quality articles and multimedia content to be published on the platform.

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## Content Partners contribute in the following ways:

**Contribute at least one article per quarter**

*(more frequent submissions are encouraged)*

**Co-produce and participate in live programming ("deep dives") related to contributed Magazine content**

**Co-promote Magazine content and related programming**

## What are the benefits?

Content Partners receive exclusive, priority benefits, which include:



The opportunity to communicate directly to a global audience of over 30,000+ Impact Entrepreneurs and leaders of the impact movement in 180+ countries



Access to the Impact Journalism Institute, a first-of-its-kind training program for impact-fluent journalists



Logo and website link on contributed articles



Special networking opportunities



Ability to post press releases on the platform

## What type of content does the Magazine feature?

Impact Entrepreneur Magazine publishes compelling, thoroughly researched, and well-crafted content focusing on the innovations, finance, and other practices that advance the UN Sustainable Development Goals and contribute to transformative, systemic change (“impact economy”) in every region of the world. Topics we cover include:

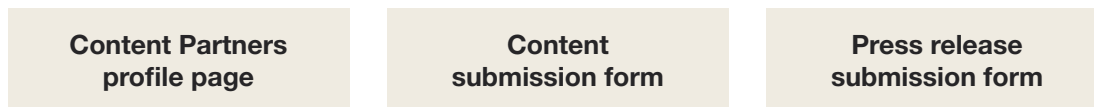
SDG's	Other topics
01 - No Poverty	Blended Finance
02 - Zero Hunger	Circular Economy
03 - Good Health and Well-Being	Climate Finance
04 - Quality Education	Community Development
05 - Gender Equality	Creative Economy
06 - Clean Water and Sanitation	Decarbonization
07 - Affordable and Clean Energy	ESG Investing
08 - Decent Work and Economic Growth	Financial Inclusion
09 - Industry, Innovation, and Infrastructure	Gender Lens
10 - Reduced Inequalities	Impact Investing
11 - Sustainable Cities and Communities	Impact Measurement & Management
12 - Responsible Consumption and Production	Intrapreneurship
13 - Climate Action	Microfinance
14 - Life Below Water	Nature-based solutions
15 - Life on Land	Philanthropy
16 - Peace, Justice, and Strong Institutions	Place-based Investing
17 - Partnerships for the Goals	Policy & Regulation
	Racial Equity & Justice
	Regenerative Economies
	Scaling Solutions
	Stakeholder Capitalism
	Systems Change
	Tech & Data for Social Good

Impact Entrepreneur Magazine publishes articles with an average word length of **800-1000** words. Occasionally, we will accept longer (or shorter) pieces but these will be an exception.

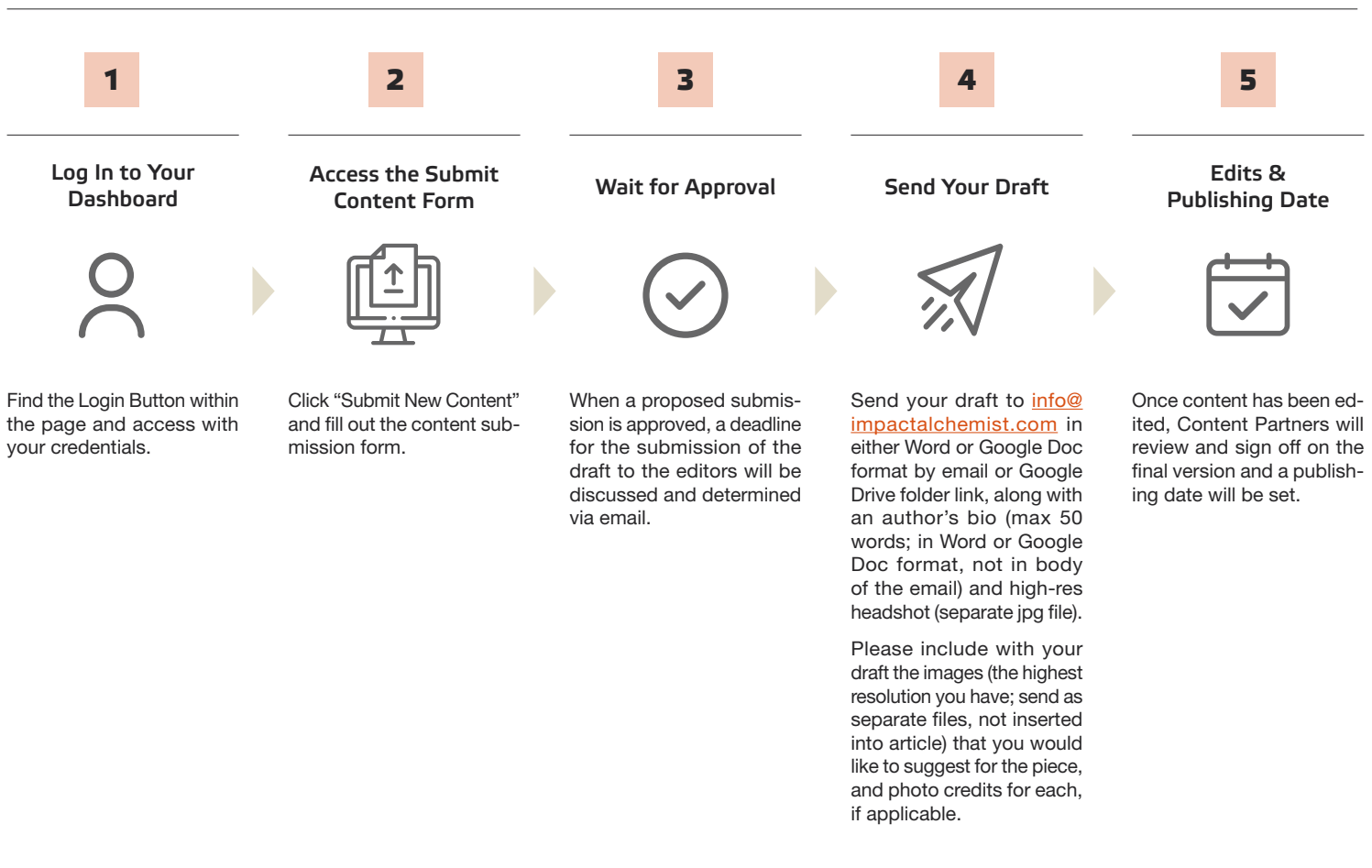
Multimedia (video, photo essays, etc.) submissions are also welcome and encouraged.

# What is the standard process for submitting content?

The IE Magazine platform integrates a secure portal for Content Partners, where you have access to:



## Content Submission Process:





## What are the next steps?

**Email us** that you are interested in becoming a content partner to help us grow the impact economy!

Please include:

- » Name of your organization's primary contact\* and their email address
- » A brief description of your work
- » Your organization's logo (.PNG) and website link

*\*Your point of contact will have administrative access to the Content Partner portal, Impact Journalism Institute, and a complimentary premium membership.*

*\*\*Once approved, you can begin submitting content proposals as a Content Partner. Until that time, you are welcomed to submit as a Guest Contributor.*

**Apply to become a content partner**

Impact Entrepreneurs are pioneering businesswomen and men who have gone a step beyond creating companies that do good in the world to collaboratively building and populating a new paradigm and infrastructure for business — impact economy — founded upon the rigorous application of blended value and a wholehearted embrace of the triple bottom line.

**We look forward to working with you  
to grow the impact economy.**



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